

What is claimed is:

1. A service system comprising:
- 5 a storage device storing pieces of area information and service programs, each piece of area information corresponding to each service program;
- a communication device receiving position information of a mobile station and service selection information;
- 10 a selection device retrieving from the storage device a service program specified by the service selection information and area information corresponding to the specified service program;
- an area decision device making a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the retrieved area information; and
- 15 an execution device executing the retrieved service program to provide a service to the mobile station when the position is included in the area.
- 20 2. The service system according to claim 1, wherein, when the position is not included in the area, the execution device notifies the mobile station that the mobile station is outside a service area.
- 25 3. The service system according to claim 1, further comprising

a user decision device, and wherein the storage device stores pieces of user information each of which corresponds to a service program, the communication device receives user identification information, the selection device retrieves user information corresponding to the specified service program, the user decision device makes a decision of whether or not a user represented by the identification information corresponds to the retrieved user information, and the execution device executes the retrieved service program when the user corresponds to the retrieved user information.

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4. The service system according to claim 1, wherein the communication device receives one of position information sent from the mobile station and position information of a base station which have established communication with the mobile station, as the position information of the mobile station.

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5. A service system comprising:

a storage device storing area information and a service program, the area information corresponding to the service program;

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a communication device receiving position information of a mobile station;

a decision device for making a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the area information;

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and

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an execution device executing the service program corresponding to the area information to provide a service to the mobile station when the position is included in the area.

5 6. A mobile station comprising:

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a communication device transmitting service selection information to a service system which stores pieces of area information and service programs, each piece of area information corresponding to each service program; and

10 a device receiving a service from the service system when the service system receives service selection information and position information of the mobile station, retrieves a service program specified by the service selection information and area information corresponding to the specified service program, makes
15 a decision of whether or not a position represented by the position information of the mobile station is included in an area represented by the retrieved area information, and executes the retrieved service program based on a result indicating that the position is included in the area.

20 7. A computer-readable recording medium recorded with a program for enabling a computer to perform:

retrieving a specified service program and area information which is stored corresponding to the specified service program;
25 deciding whether or not a position of a mobile station is

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area decision means for making a decision of whether or not a position represented by the position information of the mobile

station is included in an area represented by the retrieved area information; and

execution means for executing the retrieved service program to provide a service to the mobile station when the position is included in the area.

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10. A propagation signal for propagating a program to a computer, the program enabling the computer to perform:

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retrieving a specified service program and area information which is stored corresponding to the specified service program;

deciding whether or not a position of a mobile station is included in an area represented by the retrieved area information; and

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executing the retrieved service program to provide a service to the mobile station when the position is included in the area.

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